

The principles of this invention having been fully explained in connection with the foregoing, I hereby claim as my invention:

1. A method of increasing the efficiency by which images of consumer products are delivered to web pages on the Internet, comprising the steps  
5 of:

providing at least one image file server which is connected to the Internet;

uploading a plurality of images to said image file server;

storing each said image based on its related UPC number and an image

size, thereby creating a unique URL for each said image; and

writing a web page containing syntax that calls in said unique URL of at least one image.

2. The method of increasing the efficiency by which images of consumer products are delivered to web pages on the Internet of claim 1 wherein each  
15 image has a plurality of selectable sizes.

3. The method of increasing the efficiency by which images of consumer products are delivered to web pages on the Internet of claim 2 wherein the product manufacturers who desire to place product images on said at least one image file server system being the parties that provide the revenue stream for operating said  
20 UPC image server system.

4. A method of increasing the efficiency by which images of consumer products are delivered to web pages on the Internet, such products being assigned an identification number in accordance with a numbering system, comprising the steps of:

5 providing at least one image file server which is connected to the Internet;

uploading at least one image to said image file server;

storing each said image based on its related identification number and an image size;

10 assigning a URL to said image based upon the identification number and image size, thereby creating a unique URL for each said image; and

writing a web page containing syntax that calls in said unique URL of said at least one image.

15 5. The method of increasing the efficiency by which images of consumer products are delivered to web pages on the Internet of claim 4 wherein said URL assigning step includes using the UPC ("Universal Product Code") number, or portions thereof, to create the unique URL for the image of the product represented by said UPC number.

20 6. The method of increasing the efficiency by which images of

consumer products are delivered to web pages on the Internet of claim 5 wherein each image has a plurality of selectable sizes.

7. The method of increasing the efficiency by which images of consumer products are delivered to web pages on the Internet of claim 6 wherein the product manufacturers who desire to place product images on said at least one image file server system being the parties that provide the revenue stream for operating said UPC image server system.

8. A method of increasing the efficiency by which images of consumer products are delivered to a browser from an image file server on the Internet, such products being assigned an identification number in accordance with a numbering system, comprising the steps of:

providing at least one image file server which is connected to the Internet;

uploading at least one image to said image file server;

storing each said image based on its related identification number and an image size;

assigning a URL to said image based upon the identification number and image size, thereby creating a unique URL for each said image;

sending a URL request to the e-commerce server from said browser;

sending a file response to the browser from said e-commerce server;

5 sending a request to the image file server from the browser in  
accordance with the file response received from said e-commerce  
server;

10 sending an image file from the image file server to the browser; and  
displaying a web page containing the image file received from the image  
file server.

15 9. The method of increasing the efficiency by which images of  
consumer products are delivered to web pages on the Internet of claim 8 wherein said  
URL assigning step includes using the UPC ("Universal Product Code") number, or  
portions thereof, to create the unique URL for the image of the product represented  
by said UPC number.

20 10. The method of increasing the efficiency by which images of  
consumer products are delivered to web pages on the Internet of claim 9 wherein each  
image has a plurality of selectable sizes.

25 11. The method of increasing the efficiency by which images of  
consumer products are delivered to web pages on the Internet of claim 10 wherein the  
product manufacturers who desire to place product images on said at least one image  
file server system being the parties that provide the revenue stream for operating said  
UPC image server system.

30 12. A UPC image server system comprising:

at least one image file server being connected to the Internet;  
a plurality of images being stored on said image file server, each said  
image being defined by a UPC number and an image size;  
a unique URL being assigned to each said image with said image  
size; and  
at least one web page containing one said unique URL.

13. The UPC image server system of claim 12 wherein each image has  
a plurality of selectable sizes.

14. The UPC image server system of claim 13 wherein the product  
manufacturers who desire to place product images on said at least one image file  
server system being the parties that provide the revenue stream for operating said UPC  
image server system.